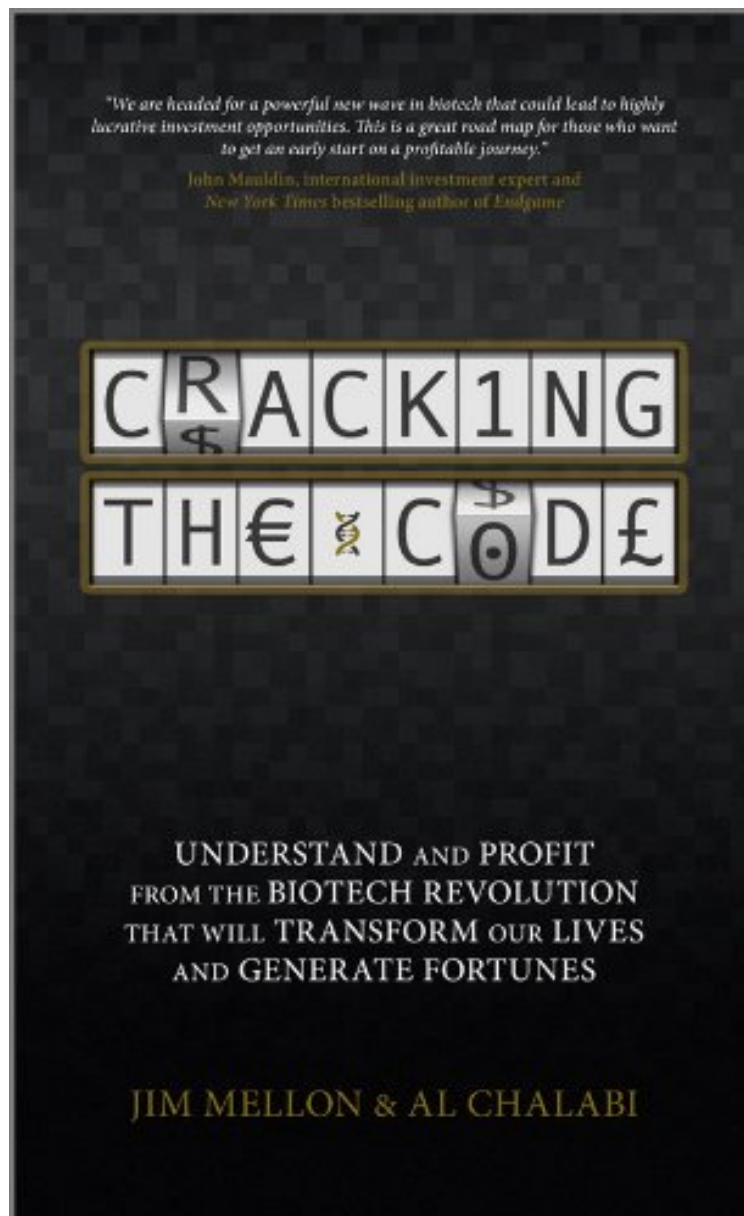


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Cracking the Code: Understand and Profit from the Biotech Revolution That Will Transform Our Lives and Generate Fortunes

Jim Mellon, Al Chalabi

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Transform Our Lives and Generate Fortunes:

5 of 5 people found the following review helpful. May be out of date for someBy cz11This is a good and thorough book that provides detailed information on pharmaceutical industry from the perspective of investors. Some of the advice given in the book are already proven to be correct. Yet that is the problem, given the industry is very dynamic, especially with regards to frequent MA activity, most of the financial info in the book is outdated. Therefore, unless you are looking for detailed introduction into all pharma therapeutic areas and some prophesying into future, you may find the book out of date.0 of 0 people found the following review helpful. Things are moving too fastBy Ted StroudUnfortunately it's already at least 5 years old.....that's way too out of date. It needs to be UPdated.2 of 4 people found the following review helpful. Comprehensive and readableBy James ChirsideThe Authors have written a masterpiece here. It is compelling and very readable. It covers off the basics for non scientists like me but also digs deep into cutting edge trends and analysis. It is essential reading

Everything you need to know about the most important trend in the history of the world Within most people's lifetimes, the developments in the biotechnology sector will allow us to live increasingly long and healthy lives, as well as provide us with technological innovations that will transform the way we live. But these innovations offer more than just hope for a better life, but hope for better returns too. Financial returns of incredible magnitude await savvy investors and businesspeople who can see the massive changes on the horizon. This book details these fast-moving trends and innovations and offers extensive advice on how to profit from them in business and investing.

From the Back CoverWAKE UP TO THE MOST IMPORTANT TREND IN THE HISTORY OF THE WORLD There is a new gold rush on. The Single biggest trend to affect mankind is here, and there are fortunes to be made. The next phase in the world's development will not be dominated by the rise of China or India, or by green technologies, important though they are. Rather the world as we know it is about to be transformed by breakthrough achievements in human life extension and improvement. Entire industries are soon to be disrupted by developments in Biotechnology. And there are unparalleled opportunities for early investors to profit. This amazing acceleration in technological development is coming under the radar for many, but will soon prove to be more important to the human race than the internet, iPads, smartphones and all the other material goods we regard as technology. The fusion of technology and medicine will enable us to live longer and healthier lives with a considerably superior quality of life. LEARN, DIGEST, INFORM AND INVEST Cracking the Code is the first book to explore with full clarity the implications of an industry that will define the 21st century and to outline the huge returns to be had for those who invest in the companies behind these products and the changing demographic that his technology will bring about. Leading investment experts Jim Mellon and Al Chalabi have spent a year immersed in the life sciences industry, researching and interviewing over 100 companies. Writing not as scientists but as investors, they strip away the technical jargon and demystify the information to help you to understand the science and clearly identify the key industry participants and investment opportunities. The first authors to forecast an economic crisis, as early as 2005 in their book Wake Up!, show you how the biotech industry's biggest successes will dwarf the current colossi of the stock markets. May you live long and prosper from it.About the AuthorJim Mellon is an investor with interests in several industries. After leaving Oxford in 1978, where he studied PPE, he worked in Asia and the US in two fund management companies, GT and Thornton, before establishing his own business in 1991. This now has two components - a listed fund management company - Charlemagne Capital - and an Asian mining group, Regent Metals. In addition, Jim is the controlling shareholder and a director of Conister Trust, an Isle of Man based bank, Speymill Group, a property business, and Betinternet. . He is a co-founder of Uramin and Red Dragon Resources, both listed mining groups. Burnbrae, his private company, is a substantial landlord in Germany and in the Isle of Man, and also owns outright the hotel chain Sleepwell Hotels. Jim spends most of his time working on startup ideas and on investing. His book, 'Wake Up!' was published last year. Jim lives in the Isle of Man and in Ibiza. Al Chalabi is a business consultant, entrepreneur and author who has been based in Asia for eleven years and has extensive experience of developing economies. He assists corporations establish and grow their operations in Asia, particularly in emerging economies like China. He has a bachelor's degree in Aerospace Engineering and an MBA in Finance Management. Originally from Iraq, Al grew up in the UK after his family moved there when he was a young child. Al has also lived in Canada, France and the United States and currently lives in Hong Kong.